FALL CONFERENCE:
AGING AND TECHNOLOGY

October 15, 2015 | 8:00 a.m. to 4:30 p.m.
University Center at DeSales University

Presented By

Register at phoebe.org/piaconference or submit the enclosed form by October 2.
Join the Phoebe Institute on Aging for a dynamic conference that will explore current technology that provides many ways to engage older adults, regardless of physical or cognitive abilities. Through the adoption of these technologies and strategic planning, senior service organizations can help transform the lives of individuals being served.

### Conference Schedule

<table>
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<th>Time</th>
<th>Event</th>
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<tr>
<td>7:30–8:45 a.m.</td>
<td>Registration and Continental Breakfast</td>
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<td>8:00–8:45 a.m.</td>
<td>Viewing of <em>Cyber-Seniors</em> Film</td>
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| 9:00–10:45 a.m.    | **Keynote Address:** Aging Services Technology: Harnessing Technology in a New Era  
                     *Majd Alwan, LeadingAge/CAST*                                         |
| 10:45–11:00 a.m.   | Break                                                                |
| 11:00 a.m.–12:15 p.m. | **Keynote Address:** The Future is So Bright   
                        *Jack York, It’s Never 2 Late*                                       |
| 12:15–1:00 p.m.    | Complimentary Lunch Buffet                                           |
| 1:00–2:00 p.m.     | **Option One:** Ingraining Technology into Your Strategic Plan   
                        *Majd Alwan, LeadingAge/CAST*                                          |
|                    | **Option Two:** Put Down the Drugs and Turn Up the Music! How Technology Can Positively Impact the Lives of People Living with Dementia   
                        *Jack York, It’s Never 2 Late*                                         |
| 2:15–3:15 p.m.     | **Option One:** Remote Patient Monitoring Overview: The TIPS Program  
                        *Dr. David Sachs, Westchester Public Private Partnership*              |
|                    | **Option Two:** From the Front Lines of Elders Online: Impact and Learnings of Digital Literacy Interventions with 80,000 Seniors   
                        *Tobey Gordon Dichter, Generations Online*                             |
| 3:30–4:30 p.m.     | **Option One:** Assistive Technology for an Aging Population   
                        *John Grencer, Good Shepherd Rehabilitation Network*                  |
|                    | **Option Two:** Solving Social Isolation Through Technology   
                        *Jennifer Stephenson and Brian Hester, Selfhelp Community Services, Inc.* |
Keynote Speakers

Majd Alwan, Ph.D.
Senior Vice President of Technology and Executive Director of the LeadingAge Center for Aging Services Technologies (CAST)

Majd Alwan, Ph.D., received a Bachelor’s degree in Electrical Engineering from Damascus University, a Master’s degree in Control Engineering with distinction from Bradford University, and his Ph.D. in Intelligent Robotics from Imperial College of Science, Technology and Medicine, University of London. Prior to joining CAST, Dr. Alwan served as an assistant professor and the director of the Robotics and Eldercare Technologies Program at the University of Virginia’s Medical Automation Research Center.

Jack York
CEO and Co-Founder
It’s Never 2 Late

Jack York founded It’s Never 2 Late (IN2L) in the summer of 1999 after spending 15 years in the semiconductor industry. In 1998, he began donating computers to assisted living centers in California with his other business partners. This endeavor became a labor of love, and the enthusiasm that the seniors showed in jumping into the computer world motivated him to establish IN2L, a company dedicated to empowering older adults through the use of technology. Today, IN2L has over 900 programs in all 50 U.S. States, Canada, Australia, and Northern Ireland. Jack speaks throughout the country and internationally on how adaptive technology should be accessible to all older adults in senior living communities.

Afternoon Program Speakers

Dr. David Sachs has been an Associate Dean and Professor of Information Technology at Pace University’s Seidenberg School of Computer Science and Information Systems since 1984. As Associate Dean (1984–2012), he developed and managed numerous corporate computer programs for clients such as IBM, Verizon, and AT&T. Dr. Sachs has received many grants and written eight books. His current academic interests focus on online learning, social media and telehealth initiatives. He is currently actively involved in a three-year grant from the Weinberg Foundation that provides remote patient monitoring and many social services to hundreds of individuals in Westchester County, NY and Lackawanna and Wayne Counties, PA.

Tobey Gordon Dichter is founder and CEO of Generations Online, a national nonprofit dedicated to internet literacy and access for seniors. Dichter was a former executive with Glaxo SmithKline and Winner of the ASA mind alert award and first Purpose Prize Fellowship. Generations Online has helped 80,000 people in the past 15 years.

John Grencer is a regional and national presenter on current and leading-edge technologies. He operationalized and currently manages Adaptive Driving, Wheelchair Seating & Mobility, Augmentative Adaptive Communications, Adaptive Computer Access/EADLs and Pediatric Technology programs at Good Shepherd Rehabilitation Network. Grencer developed the chair process to identify and target donor funds to appropriate evidence-based assistive and rehabilitative technologies, and is a member of Research and Education Committees.

Jennifer Stephenson is a Licensed Master Social Worker with Selfhelp Community Services’ Virtual Senior Center. She received her B.S. from Springfield College and her MSW from University of Southern California. Jennifer has worked with older adults for the last 9 years, 7 years in Boston including managing a start-up private pay home care branch of Hebrew SeniorLife.

Brian M. Hester spent almost 20 years in the telecommunications industry with the Bell System and its successor Verizon before moving on to a successful sales operations career in the serviced office field. The combination of technology and sales experience gained over that 25 year period prepared him for the challenges with the Virtual Senior Center at Selfhelp Community Services, Inc.
SESSION DESCRIPTIONS

Pre-Conference Event

Screening of Cyber-Seniors
This film chronicles the extraordinary journey of a group of senior citizens as they discover the world of the Internet through the guidance of teenage mentors. Their exploration of cyber-space is catapulted to another level when 89 year-old Shura decides to create a YouTube cooking video. A spirited video competition for the most views evolves as the cyber-seniors’ hidden talents and competitive spirits are revealed. Cyber-Seniors provides insight into the wonderful things that can happen when generation gaps are bridged, and proves you are never too old to get connected.

Keynote Sessions

Aging Services Technologies: Harnessing Technology in a New Era
Majd Alwan, Ph.D., Leading Age/CAST
Technology has transformed many business sectors and the aging services sector in a major way. In his keynote, Dr. Alwan will discuss how the changing consumer desires, reimbursement and payment streams and the increasing demand for quality are making technology a business imperative. He will present an overview of the latest developments in aging services technologies and discuss the facts about the adoption of some of these technologies. Dr. Alwan will conclude his presentation with a set of practical hands-on tools that LeadingAge/CAST has developed to help providers of aging services in general—and LeadingAge members in particular—better understand, plan for, select, and implement key enabling technologies that will enhance their strategic position.

The Future is So Bright
Jack York, It’s Never 2 Late
The demographic realities of aging and the virtually unlimited possibilities of technology are on a destiny-driven collision course. This session, designed for non-technical individuals, will look at technologies available today, and tomorrow, that will radically change the way older adults interact. York offers an extremely positive vision, backed up with outcomes-based research, showing how the limitations of aging and physical/cognitive disabilities can be broken down through creative technologies for older adults who want to stay productive for as long as possible.

Afternoon Break-Out Sessions

Ingraining Technology into Your Strategic Plan
Majd Alwan, Ph.D., Leading Age/CAST
While many providers of aging services engage in strategic planning, few of them go so far as to identify the key enabling technologies necessary to attain their strategic goals. Even fewer providers engage in strategic IT planning to identify the implications of the
technology applications on their information and communications infrastructure, and to update it accordingly. In this session, Dr. Alwan will discuss how to conduct organization-wide strategic IT planning. The session will also present a generic framework for operational planning for specific technology applications. The session will conclude with an overview of case studies from provider organizations that embarked on sound strategic IT planning, their outcomes, and the lessons they learned.

**Put Down the Drugs and Turn Up the Music! How Technology Can Positively Impact the Lives of People Living with Dementia**
*Jack York, It’s Never 2 Late*

This presentation showcases real world examples of how multi-media technologies, delivered through adaptive computer systems, are able to deliver quality of life benefits to individuals with dementia and to their caregivers. The systems demonstrated have been specifically designed for individuals with cognitive disabilities and little or no computer experience. The presentation focuses on practical application about how the residential care team may work to integrate the computer system into daily programming.

**Remote Patient Monitoring Overview: The TIPS Program**
*Dr. David Sachs, Westchester Public Private Partnership*

The Telehealth Intervention Programs for Seniors (TIPS) is an exciting initiative in Westchester County, NY and Lackawanna and Wayne Counties, PA that provides remote patient monitoring and wrap around social services to needy seniors. A three-year Weinberg Foundation Grant enables 600 seniors to have these services. Participants will learn about TIPS and how they might implement a similar program.

**From the Front Lines of Elders Online: Impact and Learnings of Digital Literacy Interventions with 80,000 Seniors**
*Tobey Gordon Dichter, Generations Online*

Social media, YouTube, and interactive forums are an anathema to those who missed the online revolution. Using information and experience gained from training more than 80,000 seniors in 1,800 facilities across the nation, we will discuss and offer new strategic interventions about this issue that is increasingly marginalizing 18 million older adults.

**Assistive Technology for an Aging Population**
*John Grencer, Good Shepherd Rehabilitation Network*

This presentation will show how Assistive Technologies originally targeted for the disabled can be useful to an aging population. Examples will be discussed and demonstrated. The presentation will also provide a sneak peek at some emerging technologies that will become available sooner than we expect.

**Solving Social Isolation Through Technology**
*Jennifer Stephenson and Brian Hester, Selfhelp Community Services, Inc.*

This is an interactive session presenting Selfhelp’s Virtual Senior Center and how it has transformed isolated homebound older adults into engaged active participants through discussion groups, museum tours and other recreational and educational activities.
Continuing Education Credit Hours (CEUs)

7 total hours are available. Four credit hours are available for the morning, and three for the afternoon. Please visit the CE table during registration to receive your paperwork.

Nursing CEUs
Phoebe has applied to the Pennsylvania State Board of Nursing for seven CEs for the full day. If approved, they will be available for $10. Checks should be made out to Phoebe Devitt Homes.

Social Work CEUs*
Seven CEs will be awarded for completion of the full day course or four for the morning program only. Bring a check payable to NASW the day of the event: $15 for NASW members or $40 for non-members. Call 610-730-3982 for questions about social work credits. Registration is directly through Phoebe.

Community Life Professionals CEUs
Phoebe has applied to NCCAP for seven units for the full day and they are available for $10. Checks should be made out to Phoebe Devitt Homes.

Pastoral Care CEUs
Seven units are available at no cost for the full day.

Certificate of Attendance
Phoebe Ministries offers a general certificate of attendance at no cost.

* NASW has been designated as a pre-approved provider of professional continuing education for social workers (Section 47.36), Marriage and Family Therapist (Section 48.36) and Professional Counselors (Section 49.36) by the PA State Board of Social Workers, Marriage & Family Therapists and Professional Counselors.

The Phoebe Institute on Aging promotes improved quality of life and care for the aging and their families. The Institute is well-known for its innovative educational programs, cooperative ventures and outreach activities.

Phoebe Ministries is able to provide this educational conference free of charge thanks to the continued support of our donors.
There is no cost for this event (see CEU information at left and below), but registration is required. Register online at phoebe.org/piaconference or complete the following form and mail, email, or fax to Phoebe Ministries by Oct. 2, 2015. Seating is limited, and registrations will be taken in the order they are received, so please register early. Registrations can not be taken over the phone. A complimentary continental breakfast and buffet lunch will be provided.

REGISTRANT INFORMATION:

Name: ____________________________________________________________________________________
Professional Title: ________________________________________________________________________
Organization: _______________________________________________________________________________
Home Address: _____________________________________________________________________________
City/State/Zip: ______________________________________________________________________________
Home Phone: _______________________ Fax: ____________________________
E-mail (Required): _________________________________________________________________________

☐ Please check here if you are in need of a handicap or reserved parking location.

I PLAN TO ATTEND THE FOLLOWING SESSIONS:
Registration is from 7:30 to 8:45 a.m. in the lobby of the University Center.

☐ Pre-Conference Movie Screening - Cyber-Seniors (8:00–9:00 a.m.)
☐ Morning Keynote Program (9:00 a.m.–12:15 p.m.)
☐ Complimentary Lunch (12:15 p.m.): Please choose one
  ☐ Buffet Lunch (vegetarian options are available)
  ☐ Gluten Free Turkey
  ☐ Gluten Free Vegetarian

☐ Break-out Session 1 (1:00–2:00 p.m.): Please choose one
  ☐ Engineering, Technology and Your Strategic Plan
    Majd Alwan, Ph.D., Leading Age/CAST
  ☐ Put Down the Drugs and Turn up the Music! How Technology Can Positively Impact the Lives of People Living with Dementia
    Jack York, It’s Never 2 Late

☐ Break-out Session 2 (2:15–3:15 p.m.): Please choose one
  ☐ Remote Patient Monitoring Overview: The TIPS Program
    Dr. David Sachs, Westchester Public Private Partnership
  ☐ From the Front Lines of Elders Online:
    Tobey Gordon Dichter, Generations Online

☐ Break-out Session 3 (3:30–4:30 p.m.): Please choose one
  ☐ Assistive Technology for an Aging Population
    John Grencer, Good Shepherd Rehabilitation Network
  ☐ Solving Social Isolation Through Technology
    Jennifer Stephenson and Brian Hester, Selfhelp Community Services, Inc.

Please indicate the type of CEUs you may be interested in:

☐ None/Does Not Apply
☐ Nursing†
☐ Social Work†
☐ Community Life†
☐ Pastoral Care
☐ Certificate of Attendance

† Nursing, Social Work, and Community Life CEUs will require separate registration and payment at the event. Please do not send payment with this registration form, but be prepared with cash or a personal check on the day of the event. Please see the column on page 6 for related information.

SUBMIT YOUR FORM
Deadline: October 2
Register online at: phoebe.org/piaconference
Email your form to: tbrady@phoebe.org
Mail your form to: Phoebe Ministries Marketing and Institutional Advancement 1925 Turner Street, Allentown, PA 18104
Fax your form to: 610-794-5414
FOR MORE INFORMATION
Please call 610-794-5150 with any questions you may have.
Nursing, Social Work, Community Life, and Pastoral Care Credits are Available!

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